

Comcast's MachineQ Unveils Real-Time Location Tracking System (RTLS) Solution

Holistic IoT solution improves enterprise asset visibility, optimizes equipment use and inventory levels, and maximizes productivity

PHILADELPHIA — May 18, 2022—[MachineQ](#), a Comcast Company, today announced MachineQ for [Asset Management](#), an end-to-end IoT solution that provides enterprises with a comprehensive, real-time view into the location of indoor inventory, equipment, and moveable assets. Using LoRaWAN® and BLE wireless technologies, the solution is disrupting the real-time location system (RTLS) landscape. It offers a differentiated, scalable indoor asset tracking capability to incumbent RFID-based (radio frequency identification) options currently in the market.

According to a recent [report](#), the IoT-supported asset tracking market will account for over 90% of all connected enterprise and industrial solutions by 2030. This end-to-end indoor asset tracking solution is another offering that MachineQ has developed to meet the market's evolving needs. It offers enterprises an optimal mix of real-time location and sub-room level accuracy—within 3 meters—a long tag battery life, and overall cost-effectiveness. Plus, the solution is separate from the corporate Wi-Fi network, which can help relieve potential security concerns and gets enterprises deployed quickly.

“This RTLS offering is part of our growing business strategy to further develop end-to-end solutions,” said Steve Salata, Vice President and General Manager of MachineQ. “Having the hardware, software, connectivity, and deployment all offered by one provider enables enterprises to quickly deploy IoT solutions and realize value.”

Several dynamic industries rely on real-time, streamlined transparency into high-value indoor and portable assets, including healthcare, life sciences, manufacturing, and more. One global pharmaceutical biotech company, for example, needed the ability to track the real-time location of lab assets across 1,000+ labs on an 850,000 square-foot campus so they could more efficiently locate assets for maintenance, calibration, and use.

They looked to MachineQ for Asset Management, which offered rapid deployment leveraging in-house technical staff, and low startup costs and total cost of ownership. As a result, the company expects a full ROI in less than a year by saving millions of dollars on asset repurchasing costs, helping finance teams to optimize their budgets and working capital utilization, and eliminating costly maintenance contracts on lost and decommissioned inventory.

Beyond financial gains, they benefit from increased staff productivity by saving time spent manually searching for assets. They maximized process efficiencies by integrating with their ERP – allowing holistic, enterprise-wide data transparency – a crucial driver for all departments

relying on streamlined access to location data for cost allocations, inventory management, asset management and maintenance, and compliance tracking.

MachineQ for Asset Management empowers enterprises to expand on the diversity of a LoRaWAN network and ecosystem to support future use cases central to operations, such as water leak detection, temperature monitoring, and performance monitoring, further delivering ROI.

About MachineQ

MachineQ, a Comcast Company, makes it simple for enterprises to build, connect and deploy IoT solutions at scale. Our fully integrated LoRaWAN network connectivity platform delivers enhanced security and reduced total cost of ownership, while giving customers a single provider for technology, development, service, and support. Our end-to-end IoT solutions and partnerships with leading solution providers address a wide range of business challenges in key markets such as real estate, food service, retail, manufacturing, healthcare, utilities, government, and agriculture. For more information, visit www.MachineQ.com.

LoRaWAN® is used under license from the LoRa Alliance®.

###